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## Women of Worth event in Kelowna this weekend

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Christine Awram had a deep, dark secret. She constantly struggled with the internal nagging voice that told her she was never good enough. Although she had become a successful speaker and writer, she couldn't shake what she called the "internal mind chatter."

"No matter how successful I was to the outside world, part of me doubted if it was enough," she said.

"Then I started to look around and found out that so many women do the same thing."

From that point on she decided that she would do something to alter that path, and came up with an event that not only supported women, but also celebrated them.

She organized the Women of Worth Conference four years ago, and since then has seen thousands of women come to the annual event in droves to celebrate who they are, and learn from fascinating speakers to boot.

"This event was created to celebrate the magnificence, spirit and success of women—a place to learn, laugh, have fun, be entertained, get pampered, be inspired, shop, play and most importantly eat chocolate."

Awram explained that she thinks it's astonishing that women can get so caught up in believing they are not enough.

"We are much more than enough," she said. "We are simply magnificent."

The event, being held at Manteo in Kelowna this weekend, will showcase a number of speakers who are experts in a number of fields. Among them is keynote speaker Kelley Keehn, a best selling author and radio host.

"I'm talking about the psychology around money," said Keehn, who garnered her expertise from 12 years in the financial industry, acting as an advisor to the ultra wealthy.

In her time in that position she learned that even those who seem wealthy, had an abundance of issues and were often hundreds of thousands, if not millions of dollars in debt.

"Everybody has money problems—whether they have a lot or a little," she said.

Turning her focus away from RRSPs and investments, she started to look more at how people feel and think around money.

Comparing money management to weight loss, she said “weight loss is about eating less and exercising more, yet we live in a country that’s facing an obesity epidemic— there’s something in our society’s subconscious that’s getting in the way.”

Keehn will give some insights for women to use to get control of their own wealth.

Also speaking at the event will be Nobel Prize winner Dr. Jerilyn Prior on the truth about estrogen, humorist Linda Edgecombe, and international author and speaker Elaine Allison.

The event in Kelowna has already sold out, but there are still tickets available for the event in Vancouver, which will be held the following weekend.

For more information go to [www.thewowevent.com](http://www.thewowevent.com).

A portion of the proceeds from the conference will be donated to the Make a Wish Foundation for children with life-threatening or terminal illnesses.

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